

RETAIL TRADE

Retail trade includes establishments that sell merchandise for personal or household consumption and render services incidental to the sale of goods. Retail establishments are classified by kind of business according to the principal lines of commodities sold (groceries, hardware, etc.) or the usual trade designation (drug store, book store, etc.). Earnings are generally lower than the average for all industries, reflecting a large proportion of entry level and part-time jobs. Due to high turnover, jobs will be plentiful for young workers, first-time job seekers, persons with limited job experience, senior citizens, and persons seeking part-time work.

State of Hawaii
Department of Labor & Industrial Relations
Research & Statistics Office
830 Punchbowl Street
Honolulu, HI 96813
Phone: (808) 586-8999
Email: lmr@rs.dlir.state.hi.us
Website: www.loihi.state.hi.us

State of Hawaii
Department of Labor & Industrial Relations
Research & Statistics Office
P.O. Box 3680
Honolulu, Hawaii 96811-3680

2001 CAREER DIRECTIONS In RETAIL TRADE

A Brief Look at.....

Jobs
Outlook
Wages
Education



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RETAIL TRADE

Selected Occupation/Description	1998 Employment	10-year Growth Rate	Average Annual Openings	1999 Average Wage	Education/Training
Cashiers: Receive and disburse money in establishments other than financial institutions. Usually involves use of adding machines, cash registers, or change makers. May also include processing credit card transactions.	14,150	15.6%	840	\$8.85	Short-term on-the-job training: Occupations in which workers can achieve average job performance in just a few days or weeks by working with and observing experience employees. The largest training category, comprising four of every ten workers in the economy.
Counter & Rental Clerks: Receive orders for services, such as rentals, repairs, dry-cleaning, and storage. May compute cost and accept payment.	2,360	19.1%	150	\$9.06	Short-term on-the-job training: Occupations in which workers can achieve average job performance in just a few days or weeks by working with and observing experience employees. The largest training category, comprising four of every ten workers in the economy.
First-Line Supervisors (Marketing/Sales): Directly supervise and coordinate activities of marketing, sales, and related workers. May perform management functions, such as budgeting, accounting, marketing, and personnel work, in addition to their supervisory duties.	8,990	15.5%	260	\$15.60	Work experience: Preparation for occupations which require skills and experience gained in another occupation or through hobbies or other activities besides current or past employment, including military service.
General Managers: Top and middle managers whose duties and responsibilities are too diverse and general in nature to be classified in any functional or line area of management and administration. These managers generally work through departmental or subordinate executives.	11,040	15.8%	360	\$31.37	Work experience plus a bachelor's or higher: Most occupations in this training category are managerial occupations that require experience in a related non-managerial occupation requiring at least a bachelor's degree.
Merchandise Displayers: Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.	140	14.3%	*	\$12.79	Medium-term on-the-job training: Occupations requiring one to twelve months of combined on-the-job experience and informal training. Individuals undergoing training are generally considered to be employed in the occupation.
Retail Salespersons: Sell to the public any of a wide variety of merchandise, such as furniture, motor vehicles, appliances, or apparel. Include workers who sell less expensive merchandise where a knowledge of the item sold is not a primary requirement. Exclude Cashiers.	20,430	12.7%	950	\$8.99	Short-term on-the-job training: Occupations in which workers can achieve average job performance in just a few days or weeks by working with and observing experience employees. The largest training category, comprising four of every ten workers in the economy.
Security Guards: Stand guard at entrance or patrol premises to prevent theft, violence, or infractions of rules.	8,090	20.9%	370	\$9.09	Short-term on-the-job training: Occupations in which workers can achieve average job performance in just a few days or weeks by working with and observing experience employees. The largest training category, comprising four of every ten workers in the economy.
Stock Clerks, Stockroom/Warehouse: Receive, store, and issue materials, equipment, and other items from stockroom, warehouse, or storage yard. Keep records and compile stock reports. Exclude stockroom laborers and workers whose primary duties involve shipping, weighing, and checking.	3,640	5.8%	80	\$10.25	Short-term on-the-job training: Occupations in which workers can achieve average job performance in just a few days or weeks by working with and observing experience employees. The largest training category, comprising four of every ten workers in the economy.
Stock Clerks, Sales/Floor: Receive, store, and issue sales floor merchandise. Stock shelves, racks, cases, bins, and tables with merchandise and arrange merchandise displays to attract customers. May periodically take physical count of stock or check and mark merchandise.	5,710	-0.3%	90	\$10.25	Short-term on-the-job training: Occupations in which workers can achieve average job performance in just a few days or weeks by working with and observing experience employees. The largest training category, comprising four of every ten workers in the economy.
Wholesale/Retail Buyers: Buy merchandise or commodities (other than farm products) for resale to consumers at the wholesale or retail level, including both durable and nondurable goods. Analyze past buying trends, sales records, price, and quality of merchandise to determine value and yield. Select, order, and authorize payment for merchandise according to contractual agreements. May conduct meetings with sales personnel and introduce new products. Include Assistant Buyers.	610	3.3%	20	\$18.44	Bachelor's degree: Completion of a bachelor's degree requires at least four but not more than five years of full-time academic work after high school. Considered the minimum training requirement for most professional occupations.

Sources: Dictionary of Occupations, Occupational Employment Statistics, Bureau of Labor Statistics, U.S. Dept. of Labor, 1998
Employment Outlook for Industries & Occupations, 1998-2008, Hawaii State Dept. of Labor & Industrial Relations
1999 Occupational Employment & Wage Estimates
Education/Training: Bureau of Labor Statistics, U.S. Dept. of Labor
*Less than ten but not equal to zero.